

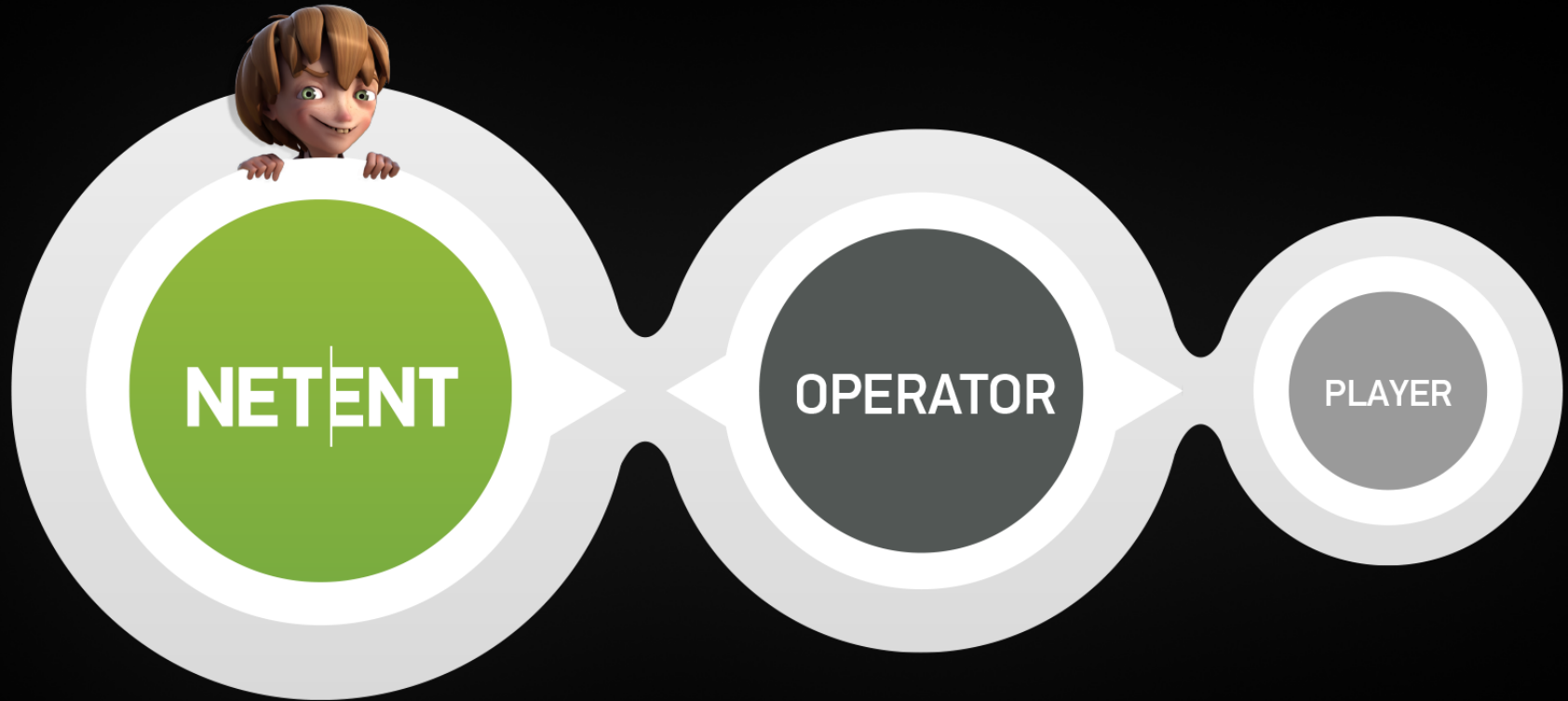


Investor presentation

August, 2017

NETENT
BETTER GAMING™

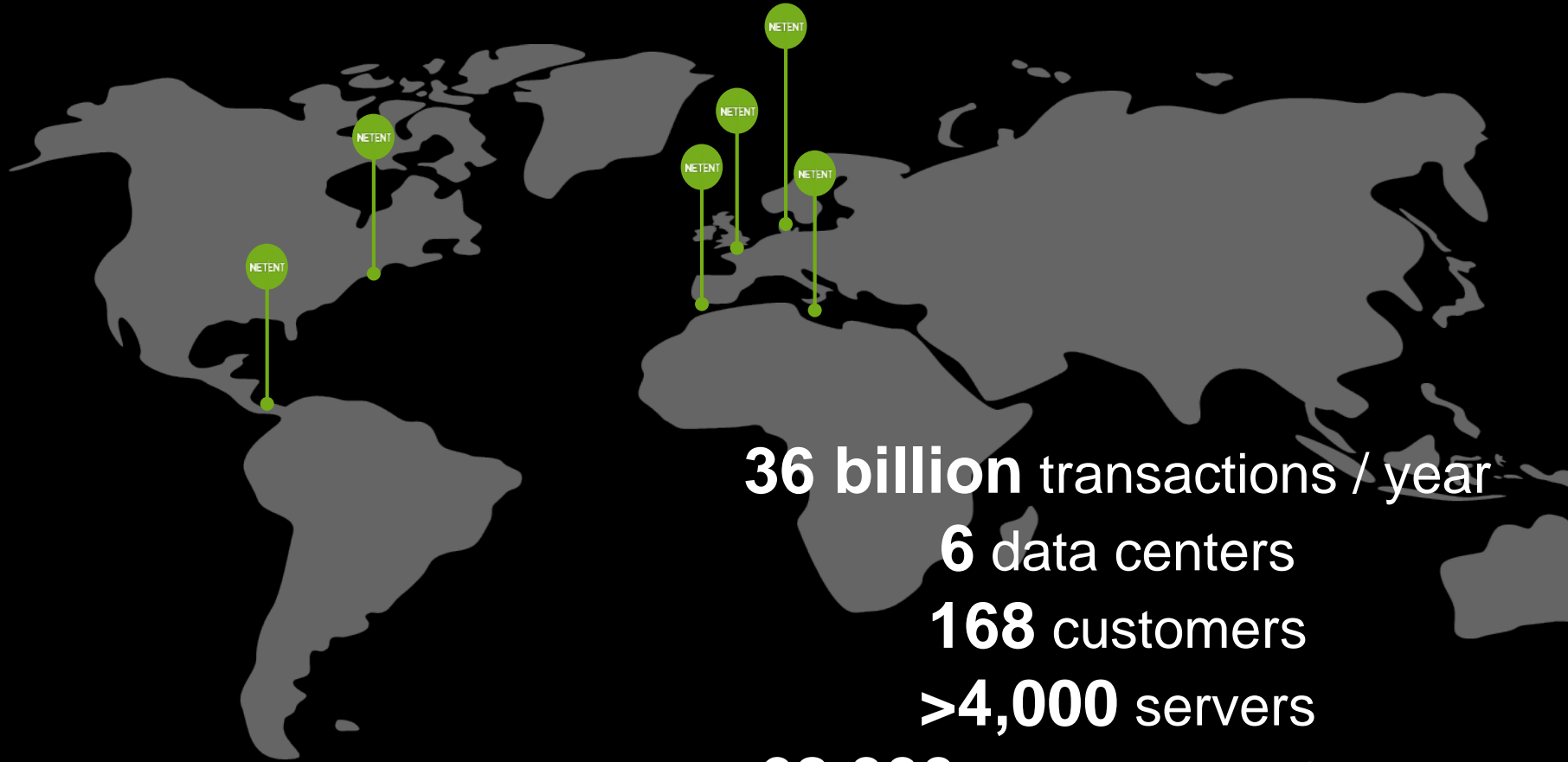
Business Model – Partnership & Revenue Share



Omnichannel offering



Strategic IT infrastructure



36 billion transactions / year

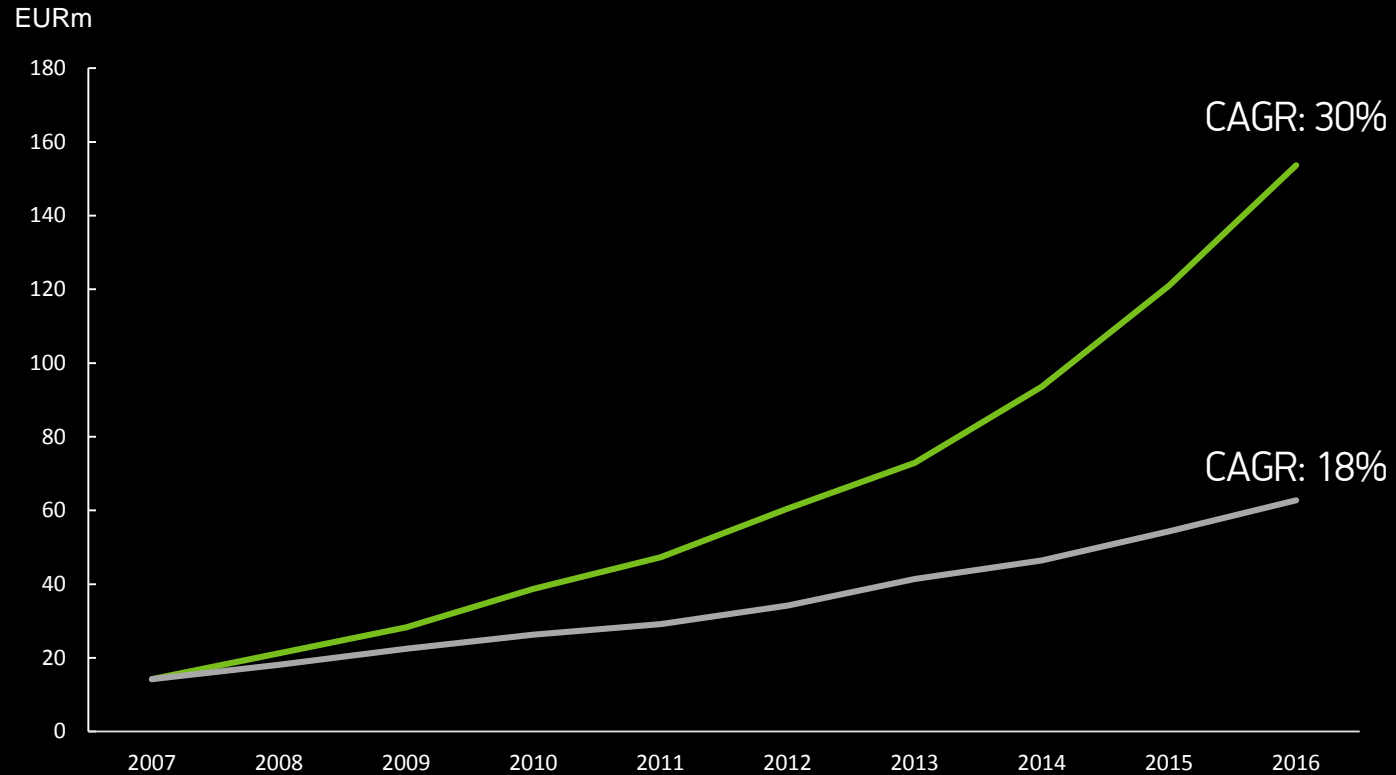
6 data centers

168 customers

>4,000 servers

68,000 game rounds/minute

NetEnt Growth vs The Market



Growth Strategy

NEW CUSTOMERS

NEW MARKETS

NEW PRODUCTS AND SERVICES

EXISTING CUSTOMERS



Global Casino Market

- Total casino and gaming machines market: €208 Bln

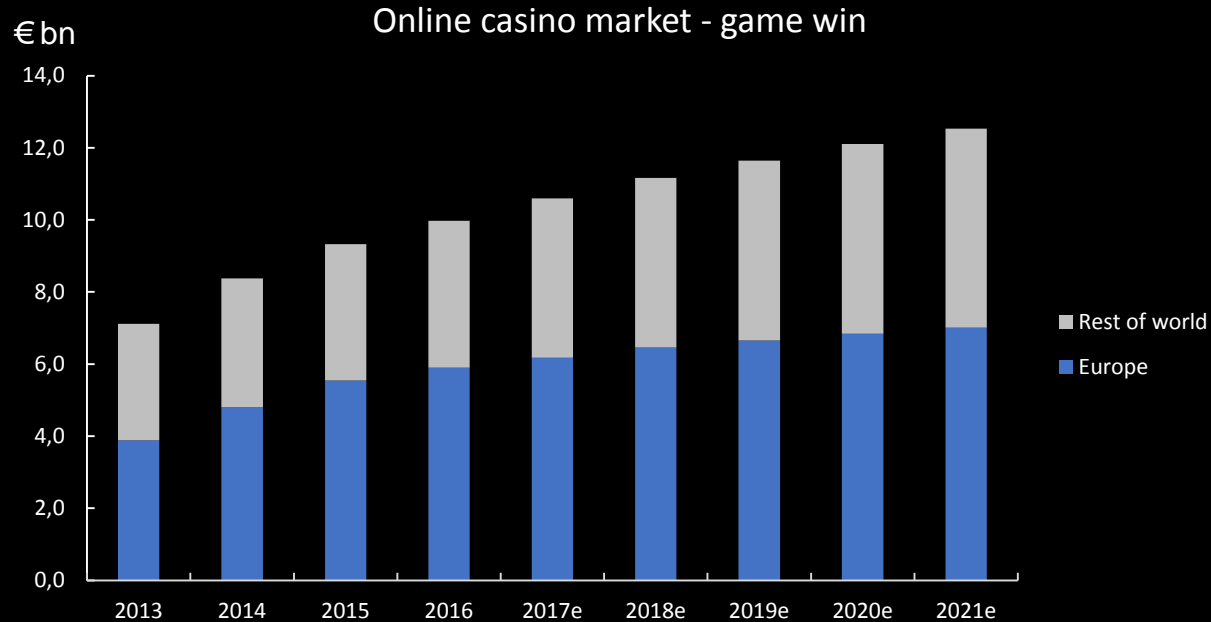


Source: H2 Gambling Capital, June 2017

Online Casino Market Europe & Rest of World

CAGR 2016–2021e

- Global: 4.7%
- ✓ Europe: 3.5%
- ✓ Rest of World: 6.3%



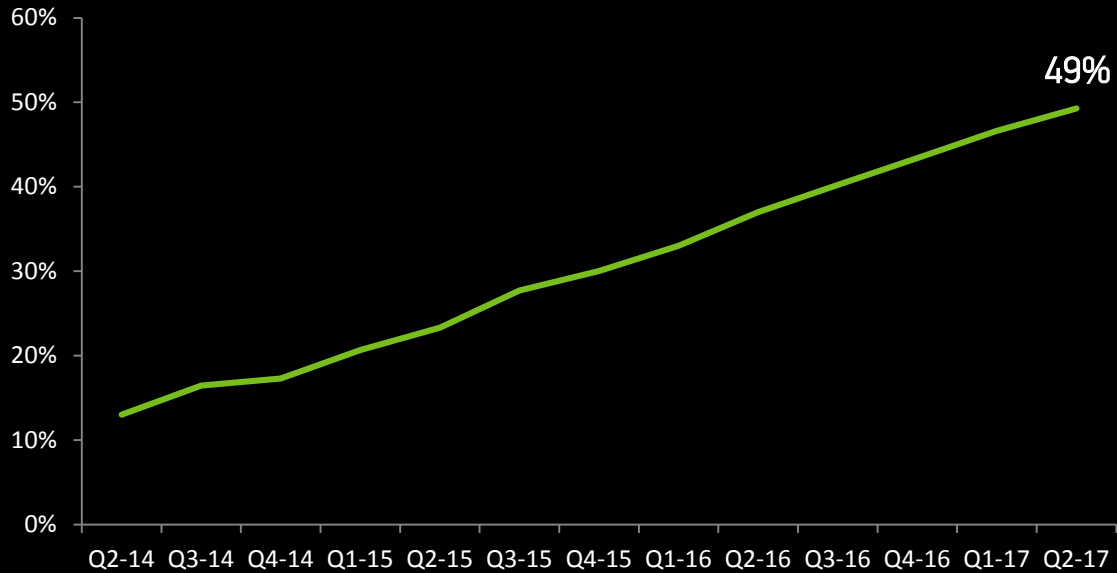
Geographical Expansion

Regulated Markets Focus

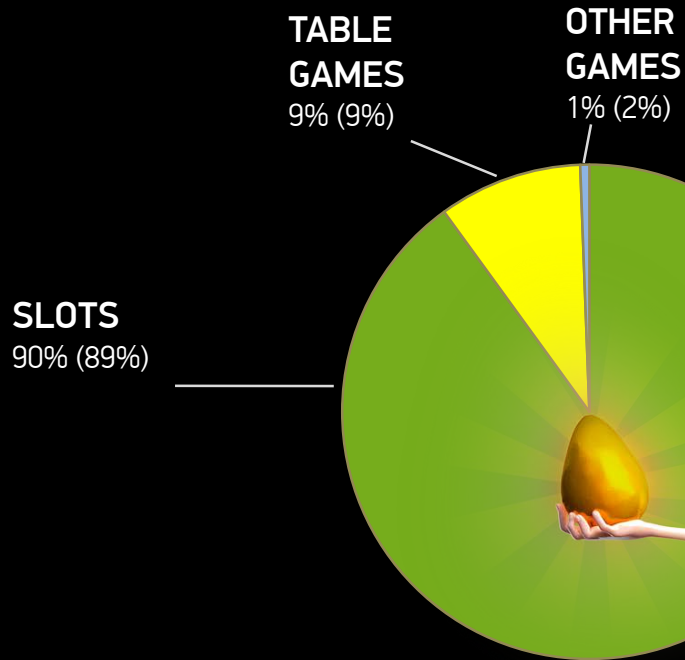


Mobile Growth

Mobile share of NetEnt gamewin



Gamewin Breakdown by Product



*Note: Gamewin split as per Q2, 2017.
Previous quarter in parenthesis.*

Report Highlights

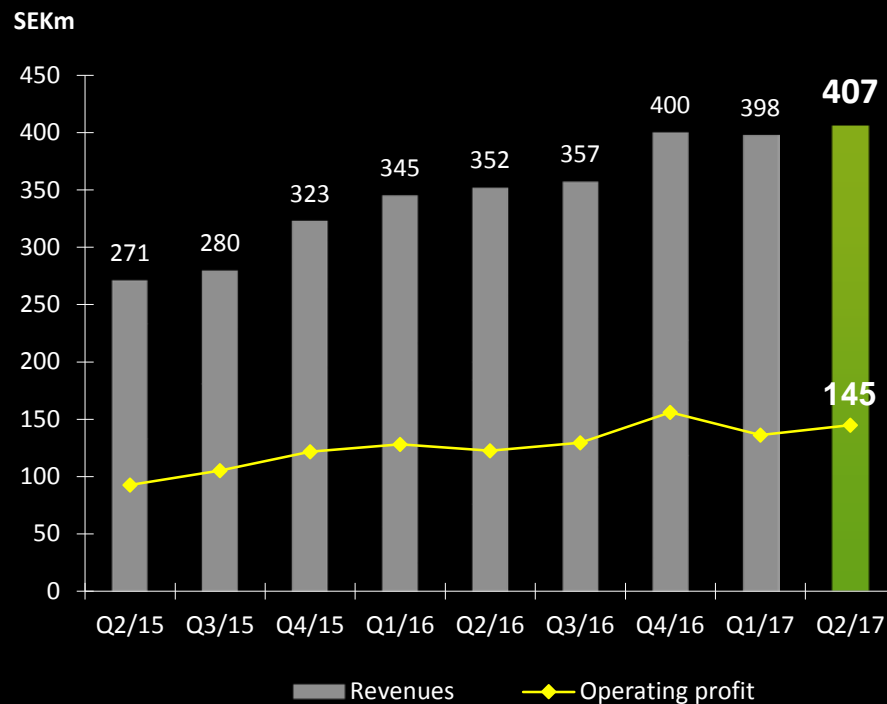
Q2 2017

- New customers: 6 signed and 8 launched
- A supplier license was obtained in British Columbia, Canada
- Games were launched on the regulated market in Serbia
- Table games introduced to customers in Spain
- Cash distribution of SEK 540 million to shareholders



Revenues & Operating Profit by Quarter

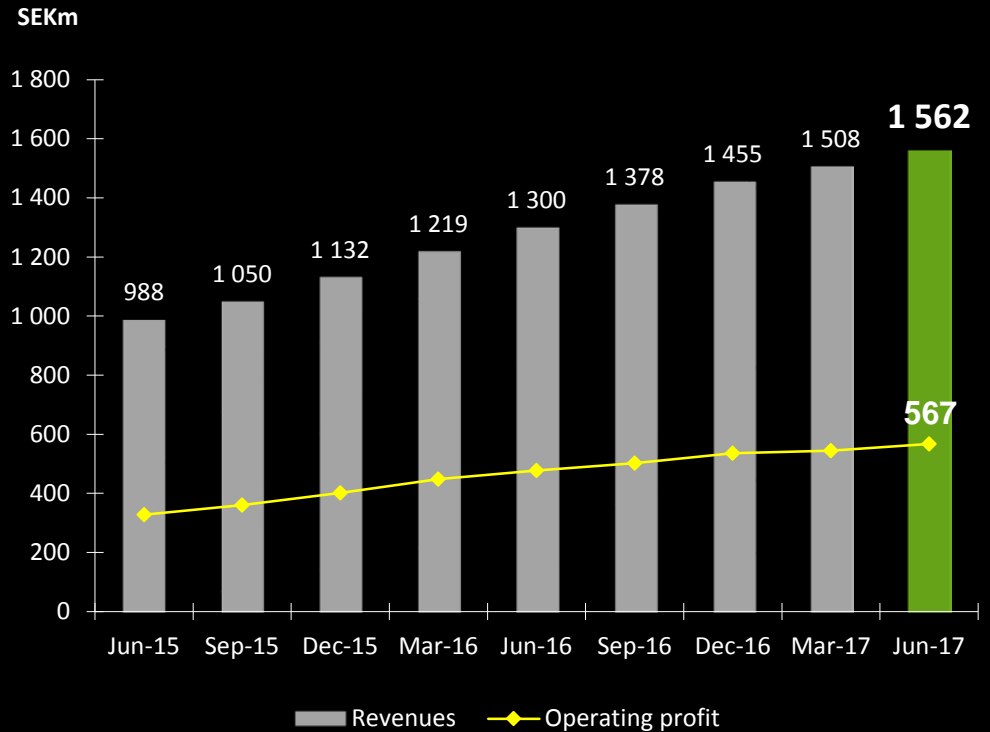
- Revenues +15.5% y-o-y in SEK
- Revenues +10.5% y-o-y in EUR
- EBIT +18.5% y-o-y
- EBIT margin of 35.7% (34.8%)



Revenues & Operating Profit

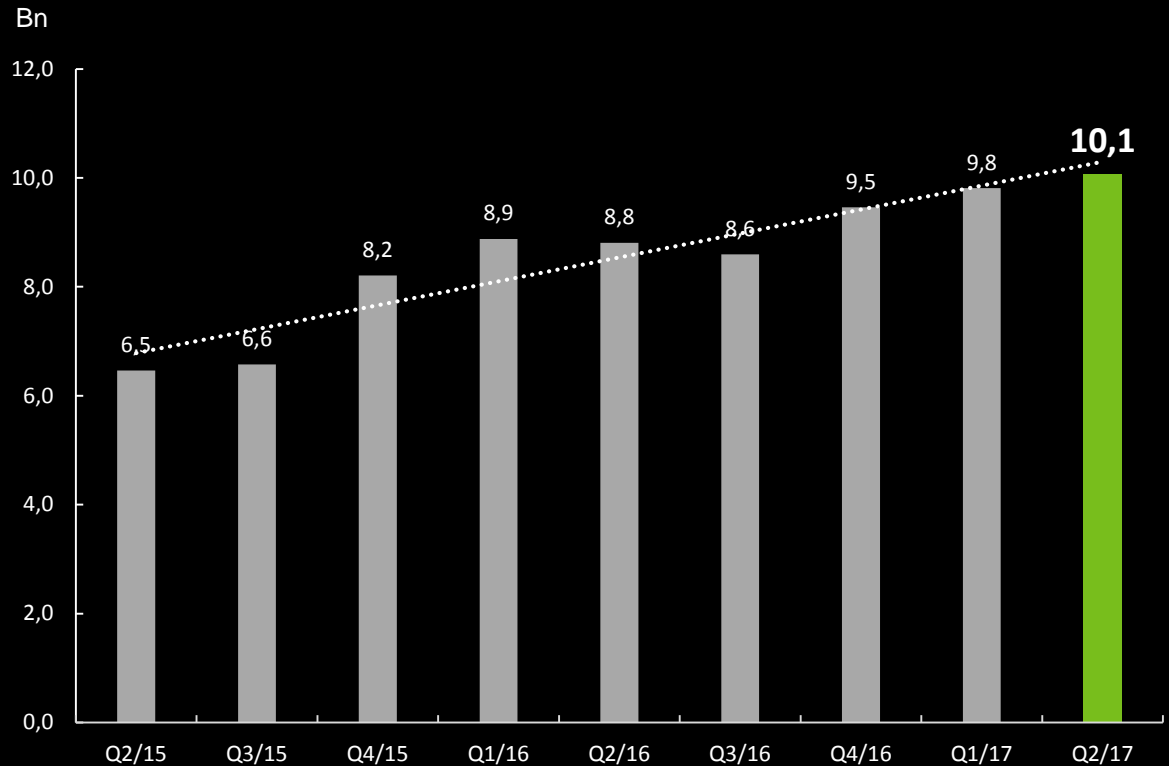
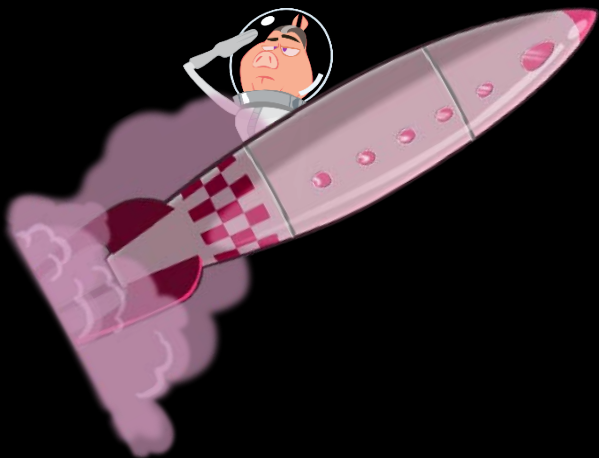
Last 12 Months Rolling

- Revenues +20.1% y-o-y
- EBIT +18.6% y-o-y
- EBIT margin of 36.3% (36.7%)



Game Transactions by Quarter

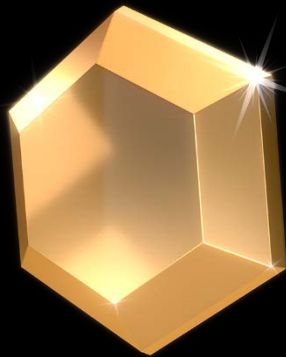
- A record of 10.1 billion transactions
- +14.4% y-o-y



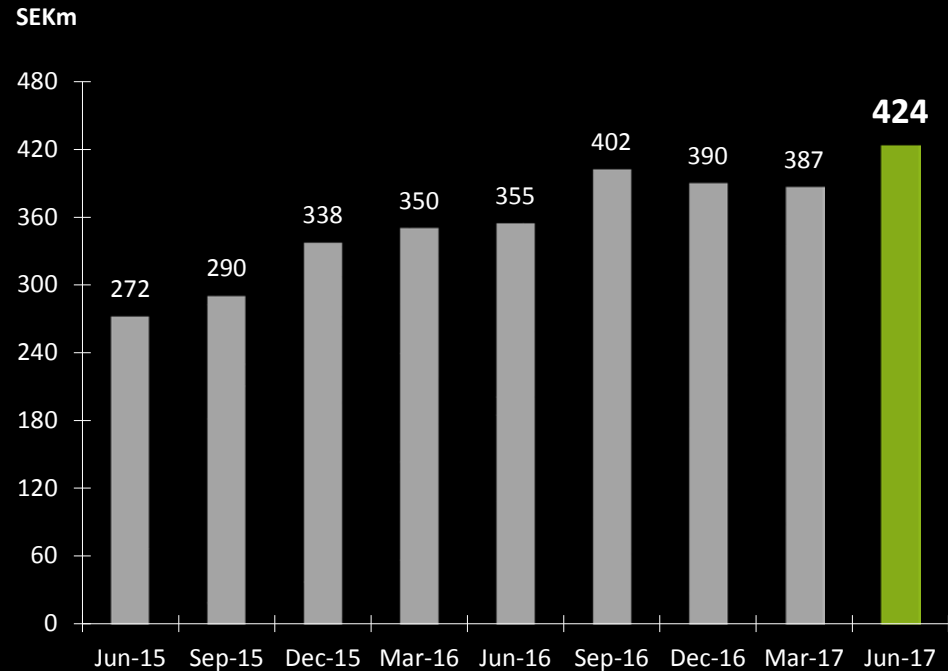
Free Cash Flow

Last 12 Months Rolling

- Free cash flow of 424 SEKm in last rolling twelve months
- Net cash position of 169 SEKm at 30/06/2017



Cash flow after investments, last rolling 12 months



Game Releases

Q2 2017



Future Outlook

- Growth drivers
 - ✓ UK + other regulated markets, mobile, North America
 - ✓ Long term: Asia, Live Casino, Retail, Latin America
- 36 new customers yet to launch
- Increased pace of new releases for rest of 2017



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